

Over 30 years the same good tea.
Now packed in Aluminum.



RED ROSE ORANGE PEKOE is extra good.

Manufacturing In The West

The general depression of the prairie provinces of Canada had through the Eastern provinces and in other countries is that they are almost purely agricultural, and that manufacturing is practically negligible, and, were carried on, it is on a small scale and local in character. No doubt many Western people are asked for information. The subject would represent much the same opinion. On a wide scale a view has been very much of the mark, a comparatively few years ago.

Within recent years, however, a marked change has taken place, and manufacturing along many lines is now an important feature of Western society. Not only is the rate of increase in manufacturing industry increasing at a pace which is a surprise to people who take the trouble to investigate. The extent and rapidity of this growth is only realized when actual official statistics are studied and compared from year to year.

The gathering and compilation of statistics of this kind is slow and laborious work, and considerable time and money are expended in the process. The gathering and compilation of statistics of this kind is slow and laborious work, and considerable time and money are expended in the process.

For the year 1925 the number of manufacturing industries reporting was 12,000, as compared with 11,000 in 1924, but the surprising fact is disclosed that these industries, subsequently increased their output, equalled many more than the 11,000 of 1924.

Capital invested in manufacturing industries in Manitoba, Saskatchewan and Alberta increased by \$18,000,000 during 1925, and at the end of that year amounted to \$221,775,000.

The number of employees increased by over 6,000 during the year with the result that no less than 21,715 persons are now engaged in some form of manufacturing industry in the prairie.

Statistics made by the several industries during 1925 had a value of \$11,932,000, an increase of over \$21,000,000 over the preceding year. This was a great value of \$22,932,000 were produced in 1925, as compared with \$21,715,000 in 1924. In other words, the prairie provinces in 1925 turned out over the average twenty million dollars worth of goods, as compared with the average of 1924 of \$11,932,000, an increase of over \$10,000,000.

There was a similar increase in the value of the goods produced in the year 1925 by an amount equal to the total increase in the amount of capital invested. Certainly a most encouraging showing.

Those who are familiar with western conditions, and the decided backwardness which has taken place within the last two years, know that the growth in western industry disclosed by the figures between 1924 and 1925 has been further accelerated between 1925 and 1927. Recent water power and other developments in all three prairie provinces, and the decided increase in investment both at home and abroad, in the natural resources of the West, give confidence that in ten to fifteen years more the prairie provinces will be a factor of importance in the economic life of the whole Dominion.

British Empire Stronger

Constitution More Effective Since Dominion Capitals Have Equal Status

"Since the last Imperial Conference the British Empire has been out into a number of industrial states. London no longer is the capital of the Empire; the Dominion capitals are absolutely equal," declared Prof. Alfred Zimmern in an address at Kines College, Cambridge University.

"This package is the biggest, and bravest salute rendered of power ever made by a government," Prof. Zimmern continued.

"Formerly speaking, the Empire has been divided into two parts, the British Empire, and the British Empire, for more effective constitution than ever before."

Prof. Zimmern is assistant director to the League of Nations Institute of International Cooperation, in Paris. He was connected with the political intelligence branch of the British foreign office, 1914-19.

Removes Trenchy Corns, Brings Solid Comfort

Acts like magic—brings out all the pain—removes corns, brings solid comfort in a few minutes. This new "Pain-Ex" is a new remedy for corns, blisters, and other painful conditions. It is a new remedy for corns, blisters, and other painful conditions.

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Make Better Bread

Ask your grocer for ROYAL YEAST CAKES

STANDARD OF QUALITY

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Carrier Pigeon Valued In War

Is Still Considered Important Factor Despite Changes In Warfare

Changing methods of warfare are continually passing in review before the United States war department. One very old-fashioned means of warfare, the carrier pigeon, continues to be a considered factor.

"The usefulness as a carrier of despatches," says Frederick C. Lincoln of the United States biological survey, "ensures it a prominent place among communication methods that will be employed by the armies of the future."

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THRESHERMEN NOTICE

We have a tank wagon truck as well as a one to haul drums of gas and are prepared to deliver Gas or Kerosene anywhere at any time either in drums or bulk. When in need of quick service give us a call.

Imperial Oil Limited

R. S. McQUEEN
Agent, Phone 37 or 80 Gleichen



Mega-phone Methods

If you had a voice the wonder, you would not be able to hear it. You could not reach as many people as you through our voice radio. You have not got the idea, but our paper is at your service at the very instant.

ONLY A FEW OF OUR NOVEMBER PREMIUM TIE SETS LEFT. GET IN EARLY IF YOU WANT ONE. N. T. FURCHILL

The Call from now to Dec. 31, 1928 only \$2.

THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR
Member of the Canadian Weekly Newspapers Association
Member of the Alberta Press Association
Published every Wednesday in the Heart of a Wonderfully Rich Farming and Ranching District.

SUBSCRIPTION, \$2.00 per Year; Foreign Countries \$2.50
Advertising Rates—Display, 10c per Column inch first insertion; and 5c for each subsequent insertion. Standing matter accepted only on application and at 10c per line—12 lines per week.
EXCHANGES MUST BE ADDED TO ALL CHEQUES

GLEICHEN, ALBERTA, WEDNESDAY

BOOSTERS WANTED

A town has no place for the knocker; a knocker is hardly a man without a country, but his country, his town or his community has little use for him.

There are all kinds of knockers—so many as there are kinds of people. The thriving city is filled with boosters—those who do not count the knockers that their knocking does not count for much.

We like the boosters. Sometimes they are super-enthusiastic, or rather over-enthusiastic; is the better word. But they are always enthusiastic for their home town or the cause in which they are interested, and they are never to be found hanging around the corner where knocking this and knocking that. No, a booster is not built that way.

We must have three boosters; they are just as necessary to the success of any enterprise as daylight is to the earth.

Knockers are found everywhere just as the boosters but let us all be thankful for it, the booster is always far away in the lead; usually, the knockers can be found in the rear, where it is safer for them, perhaps. They flock together, but even then they fail to make a crowd, as a rule.

But the greatest booster is he who converts the knocker into a booster—"makes him see the light"—so the both play the game as team-mates ever after.

A town has no place for the knocker—it matters not whether he knocks the town, its enterprises or its citizens. Show us a man who knocks his fellow citizens and we will show you the poorest excuse for a citizen extant.

ADVICE TO MOTHERS

(By a Bed Cross Nurse)

As a nurse my attention is quite frequently drawn to those children who are not receiving the care and training necessary for good health. May I here draw your attention to a few facts:

1. Train your child from the moment he is born. Please do not start him on a road of irregularity. In this way you are laying up all sorts of trouble for yourself, and ruining your child's constitution and perhaps his health.
2. Regularity is the secret of success in child raising in all its sciences.
3. Bath your baby regularly night and morning.
4. Feed him regularly by the clock as per doctor's instructions every 3 or 4 hours.
5. Put him to bed in a quiet room window open, without light and close the door.
6. After the child reaches the age of one year regularly is just as important then as during infancy. Try to picture that this little child is being moulded in a far as habits, brain development, action, speech and character. Do not spoil him through carelessness, ignorance or over indulgence.
7. Baby cries when he has indigestion from over feeding or improper feeding. When pines are pinched him. When he has perhaps been lying too long in the one position or in one position feeding.
8. Do not boast that "Baby never goes to bed until 11 or 12 p.m." "Baby wakes you up every morning at 3 o'clock." There are times when baby will wake during the night, perhaps he requires attention or a drink of water, but that is no reason for the fond parents turning on a strong light by his bed, talking to him and finally taking him into bed with them.

them. If it is done tonight, tomorrow night the child tries it again and thus many well behaved babies are spoiled. Remember that habit formation is the all important factor in the training of a child. A primary tendency in all children is imitation, and the parents may be directly responsible for certain characteristics of their children.

Books on the care of children can be obtained free of charge by applying to the Canadian Red Cross Society, 405 Civic Building, Edmonton, Alberta.

CANT YOU REMEMBER

When the family that had a ball this was considered a treat. When the footstep was an indispensable household article. When someone was bought at the corner grocery store by the quart.

When there was a thousand wall maps in each sole of man's carpet slipper.

When a fellow who owned a piano boxed aside our hugs and a good looking horse was considered a sport and a spendthrift.

When bustles and titlers rendered the female form divine.

When we used to write verses in a girl's autograph album with purple ink.

When you never could tell whether or not the girl you took to a party had a mole on her shoulder or a skinny neck.

When you helped the Band of Hope serve chicken dinner and it was a "chicken dinner."

When the "clucking merchant" chucked in a pair of spectators' who paid cash for hugs and a "clucking merchant."

When the old family photograph album and the family Bible always had the place of honor on the "what not" in the corner of the parlor.

Yes those were the dear old days. They will never return, I think. But in my heart I really believe there was no contentment in happiness all around than there is today with all our modern ways, doings and possessions.

NEWSPAPER LAW

Excerpts from Newspaper Law printed for the benefit of any readers who may have mistaken ideas regarding same:

1. A postmaster is required to give NOTICE BY LETTER (returning the paper does not answer the law). If the subscriber does not take the paper out of the office and stating the reason for its not being taken, the publisher is not responsible for the payment.
2. If any person orders his paper discontinued he must pay all arrears or the publisher may continue to send it until payment is made and collect the whole amount, whether the paper is taken from the office or not. There can be no legal discontinuance until payment is made.
3. Any person who takes a paper from the post office, whether directed to his name or another, or whether he has subscribed or not is responsible for payment.
4. If a subscriber orders his paper stopped at a certain time and the publisher continues to send it, the subscriber is bound to pay for it if he takes it out of the post office. This follows the sound principle that a man must pay for what he uses.

When your friends tell you honor them by sending in the particular to the Call for publication. Be very careful in getting their names right—this is the printer's greatest trouble.

It pays to put some real thought into your ad.

The steady ad is the one that counts best it should be fresh.

An Industry with its Future Assured

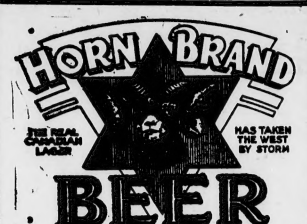
AN INDUSTRY that produces an essential commodity to an ever increasing market, managed by experienced and competent officials with years of knowledge in their own particular business is bound to be a success.

INDEPENDENT BISCUIT COMPANY, LIMITED

is a good investment
Price \$100 AND ACCRUED INTEREST YIELD 7 1/2 %
BONUS OF ONE SHARE COMMON WITH EACH SHARE PREFERRED
EVERY INVESTOR SHOULD INCLUDE THIS STOCK IN HIS LIST OF INVESTMENTS

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G.F. TULL & ARDERN LIMITED
LANCASTER BUILDING, —CALGARY

Shelf worn goods is the merchant's bug-bear—Advertise them and get new goods.



The public is concerned with continued quality production because it means Consumer Satisfaction.

We have never lowered our Standard of Quality. We take a pride in always brewing the Best.

HORN BEER The Beer That's Different
HORN STOUT—The West's Favorite

GEO. MOSS
Local Agent, Phone 27

BIG HORN BREWING COMPANY Limited

Legends of the St. Lawrence River in Quebec



GODLINE OF THE ST. LAWRENCE

Polk tales and legends still cling to the shores of the St. Lawrence, that first highway into the unknown continent of North America. Legends in which are mingled bits of Indian superstition, French, customs and religious beliefs. In the time of the early explorers, those brave men who dreamed dreams which led them on and over the bright waters, past dark islands, purple hills and shining cliffs, until they settled in Canada, these legends were revered. Now, however, with large Canadian cities, steamships crowded with tourists up and down the St. Lawrence, the legends are no longer regarded except as quaint fairy tales with somewhat of a religious flavor not to be disregarded or ridiculed, but to be enjoyed as reminiscences of the olden days when saints and demons assumed mortal forms.

Katherine Hale, in an artistic little book issued by the Canadian Pacific Railway recently, aptly depicts many of these stories. One of the most familiar to them French Canadian legends, that of Loup-Garou, evidently derived from the German



LOUP-GAROU

believed in supernatural intelligence. Joachim Crete, a miller of Beauport was not really a bad man, but he did fear at church collections and failed to try to convert his herd man merely because he was such a good partner at checkers. On Christmas night they played, instead of going to church. They were in a mood of defiance, and the miller began to drink fast and furiously. Presently he went a deep dog about to attack him. Then the miller knew it was Loup-Garou, and he fell on his knees praying for forgiveness. But he lunged at the dog with a reading book, and wounded him. That was the saving of the herd man, for according to the legend, if you have been turned into the form of a wolf or dog because of evil deeds, only a bloody wound can restore you. Loup-Garou is one of many such legends.

PIERCE HINNEL NOVEL, WITH VICTOR QUINN IN 1880

were of the Irish bandits, Loup-Garou typifies the French Canadian legends for things spiritual and his

Breaking New Ground in the Rockies



The fatness of the Rockies around in virgin territory, never touched by the foot of man and one of the latest of these to be traversed is the ill-famed Glacier where a new ice cave has been discovered this year of which the photo above gives a good idea. It was found by Chris Hamer, one of the Swiss guides stationed at Glacier House, and the ascent to it was made in September by 19-year-old Paul McIntyre, an annual visitor to this valley to Glacier, the guide and W. A. Oliver of Calgary. Mr. Oliver describes the adventure as follows:—
"It was a glorious day. Mount St. Denard was crowned with a brilliant cloud like a halo; the vegetation was in its peak and with the early morning dew the valley was filled with a delightful fragrance. After walking through massive timber, we gradually emerged, step by step, up to the tongue of the glacier, where the headwaters of the ill-famed River windings way down the steep valley from the huge Glacier. The program of this trip was somewhat 1,500 feet was over rock and moraine, crossing creeks and melting waterfalls. The trip was not without its difficulties. We adjusted the crampons to our feet. These crampons are made of iron and are similar to a small hobnail each having 12 spikes distributed evenly over the surface and about 1 1/2 inches long.
"Traveling along these huge crevasses is very thrilling, at times there was only a walking surface of 2 feet and on either side of this narrow ledge of ice were drops from 1,200 feet. Chris Hamer the Swiss Guide led the way and joined to him was Paul McIntyre and myself. Our course over the ice field was continually brought to a halt on account of a huge gash in the ice being too wide to cross. Finally we located the ice cave after traveling along the base of one of these huge crevasses for some 10 to 15 feet high and 20 feet long, the side was as level as the sands after an sliding tilt, and with the strong sunlight that was coming in at the entrance these places were so bright that the eyes were blinded. Right in the centre across the valley, framed by the ice, a perfect oval eye stood the Swiss Guide and his men. A magnificent stand in new to see the Swiss Guide and Paul McIntyre. Around these ice columns and up and down the sides of their steep ice banks his children at play."

M. W. MacDONALD, L.L.B.
BARRISTER-AT-LAW
ARROWOOD, ALBERTA

VISITING HOURS:
P.M.— and —7 to 8 P.M.

Bex 70, Phone 104
GLEICHEN, ALBERTA

A suit to suit.
Hesitant inducements.
Clothing prices deep.
Unexcelled clothing for men.
Boy's Oxfords at lower prices.
Big saving for prompt buyers.
Shoe savings of unusual interest.
A price magnet in men's clothing.
Saturday bargains for thrift
housewives.
Not cheap clothing, but good cloth-
ing cheap.
A list of underpriced silk special
for Saturday's selling.
The best values and handsomer
styles we have ever offered.

**Listings of
FARM LANDS
in This District
HENDERSON & MALLORY
GLEICHEN, Alberta.**

CANADIAN PACIFIC

It was decided to procure an educational picture from Edmonton and hold it in connection with the school courses in English literature. The next event was nominating a representative from the Glendale

FRAFT THE FURRIER
Corner 12th Ave., 1st St. W.
CALGARY, Alta. (Est. 1906)

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99

The next event was nomination of a representative from the Gleichen

The next event was nomination
a representative from the Gleich

Corner 12th Ave., 1st St. W.
CALGARY, Alta. (Est. 1900)

Buy it By The Case



BACK through the centuries Christmas has always been a time for the giving of presents—big or little things to delight and gladden the hearts of children and their elders. But where are the Christmas presents of other years—the toys, the useful things? Broken—worn out—forgotten.

Keep alive the spirit of your gift. Let it bring happiness and contentment from year to year—add a Royal Bank Savings Book to your list of Christmas presents.

Christmas Presentation Certificates are available for Gift Books.

The Royal Bank of Canada

Gleichen Branch D. Macdonald, Manager

The new way to sow a bumper crop

You don't have to wait for favorable weather. Now is the time. Seed your profits from this fall's harvest in the ground of good investments. Immediately you realize a harvest in form of dividends from soundly entrenched industries. We have a proposition here that we are sure will appeal to your good business judgment as being a safe investment—

New England Investment Trust

INCORPORATED
COLLATERAL TRUSTEE SHARES
AVERAGE 7 1/2% YIELD

80 Leading Companies 20 Leading Industries
Safety Marketability Profit Possibilities

WRITE TODAY

O. C. ARNOTT COMPANY Ltd.

ROYAL BANK INVESTMENT BANKERS Phone 26718
CHAMBERS CALGARY

THE MERCURY SUPER TEN

RADIO

Consider these important factors before purchasing a radio receiver:

DAYLIGHT RECEPTION
DISTANCE
SELECTIVITY
QUALITY OF TONE
LOOP AERIAL OPERATION
ECONOMY OF OPERATION

Let us prove the merits of the
Mercury Super Ten Receiver to you

FOR SALE BY

GLEICHEN BATTERY & TIRE SERVICE

GLEICHEN, ALBERTA

COMING EVENTS

Ad. under Coming Events list per event list, unless otherwise advertised in The Call.

Nor. 22—Regular Meeting of Gleichen Women's Institute.

Nov. 22—W. F. Durston and Son Auction Sale at Quesnetown.

Dec. 1st—2nd Annual Old Times' Ball.

Dec. 3—St. Andrew's W. A. Sale of Work.

Dec. 6—Annual meeting of Gleichen Community Hall Assoc.

Dec. 10—Ladies' Circle Christmas Sale in Com. Hall.

Dec. 23—United Church Xmas Tree in the United Church.

MISCELLANEOUS

Notice under this heading 10 words or under 50c. first insertion and 50c. each subsequent insertion—3 words 10c. Over 10 words one cent per word for each insertion.

When any brands have to be cut a charge of 50c. each.

Brand reading notices \$1.00 each, unless, three insertions. Over 13 words 1 cent per word extra each insertion.

In order to insure publication CASH MUST accompany each notice.

FOR SALE—(Interior, extraordinary)

FOR SALE—(Especially good potatoes in quantities to suit purchaser.) Harry Hanson, phone 2466, Gleichen, Alta. 29

ESTRAY NOTICE

On the premises of R. F. Graham, section 4-24-28 west of 4th, see man who drove about 3 miles from road, branded as right ribs, been here all summer. D. Clark, brandreader, 21



Getting into the Home

Women buy milk from two-hundred and thirty milkmen who call at retail stores and every woman needs the Guaranteed West Ad. Our paper goes into the homes and to the West Ad. will reach the speediest.

HAROLD BAKER, L.A.B. Violin Teacher

Wishes to announce that he has taken over Mr. Sturmel's class of violin pupils. He is still open for a few more engagements on Saturday's.

For appointment phone W. Sturmel.

PHONE 44 GLEICHEN

HIS SIGNATURE GOOD

A story is told of how the late ex-Governor Joseph A. Gilmore of New Hampshire, when he was superintendent of the Concord & Claremont Railroad, once wrote a letter to one of his section bosses who had done something to displease him. All the man could make out was the date and Superintendent Gilmore's signature.

Some time afterward, being in Concord, the man went to call on the superintendent at his office.

"Hello, John, how do you do?" said Mr. Gilmore. "Well, what are you doing now?"

"Why, I'm up here on the same section, Mr. Gilmore," replied John. "What, said Mr. Gilmore, didn't you get a letter from me?" naming the date.

"Why, yes, certainly," answered John.

"Well, didn't you know that was a letter of dismissal?"

"Letter of dismissal!" cried the astonished John. "No! I couldn't make it out, except that it was from headquarters and signed by you sir. But after some study I concluded it was a pass. As none other came on the road could read it, they all accepted my statement that it was a pass from Mr. Gilmore, and I have been riding on it ever since."

John kept his place on the section. The Call from now to Dec. 31, 1928 only 2c.

TOWN AND DISTRICT

Balmy chook.

The real big event is on Dec. 1st.

Just two weeks to the greatest of all events.

The Royal Bank is the first to start Xmas advertising in The Call.

Everybody will want to read about the new Ford in the next Call.

A rush of work has again forced The Call to be a day late in appearing this week.

Look over the merchants ads in The Call before making out that mail order for Santa.

Old Sol is again on the job, but he has his work cut out for him as he smiles all the snow away.

Some of the Call advertisers are offering you some great investments just now. Look them over.

The W. A. of St. Andrew's church will meet at the home of Mrs. T. W. Bates, at 3 p.m., Thursday, December 1st.

Bill Greaves went to Calgary suffering from an attack of appendicitis. Dr. Armstrong will perform the operation on Friday.

Next issue the Call will produce the first official announcement concerning the New Ford Car so much talked of the past few months. Watch for it.

You can look at what you buy from the local merchant but who can tell what the mail order houses will try to pass off on you in the rush season.

All copy for ads should be in this office not later than noon each Monday. The Xmas ads should appear at once and in order to give a good display time is required.

A number of cases of a light attack of smallpox have been discovered in the Hammer Hill district by Dr. Armstrong. Vaccination is general in that vicinity and every precaution is being taken to prevent its spread.

The Call had all the sidewalks around this corner cleared of snow on Tuesday and we now can tell the rest of the world it is fine and to go and do likewise. The secret is we found a man hungry enough to shovel snow.

The work of flooding the skating rink started last Sunday and if the weather permits skating will be in full swing before the present week expires. The 22nd Battery is taking it in charge for the winter and all may expect it to be run in excellent shape.

The regular meeting of the Gleichen Women's Institute will be held next Tuesday evening, November 28th, at Mrs. R. W. Brown's residence. A full attendance is requested and a special invitation is extended to all the ladies who are willing to assist in serving the hot-buffet dinner at the Old Times' Ball.

Mrs. R. M. Stubbick and children left Monday afternoon to make their future home in Calgary and will be greatly missed by a number of Gleichen friends. Bob has accepted a position with Brock Co. Wholesale, and his departure is a disappointment as he was for years one of Gleichen's foremost boosters in everything pertaining to the welfare of the town and district and ever took a prominent interest in all sport.

ONLY A FEW OF OUR NOVEMBER PREMIUM TIRE SETS LEFT. GET IN EARLY IF YOU WANT ONE. N. T. PURCELL.

The difference between a success and a failure is that the former lives on last month's income and the latter lives on next month's.

If you want to buy or sell anything try an ad. in the Call under Miscellaneous. They seldom fail to make good.

THE LAST CALL

Prices that will make you drive miles to Melvin's Sale

SUGAR 100's	\$7.39	MEN'S Penman's Underwear, 2-Piece \$1.19 Per Suit	
FLOUR—Robinson, Purity, Ogilvie Spillers 98's	\$4.05	MEN'S \$7.50 DRESS SHOE	\$1.95
APPLES, Fancy Wrapped	\$2.35 Box	MEN'S Heavy Combination Overalls	\$2.75
Crates, all varieties	\$1.85	MEN'S All Wool Combination	\$3.19
These Prices are Less than Wholesale Today		MEN'S All Wool 2-Piece Underwear	\$2.59 Suit
PURE FRUIT JAMS 4's, 2 Tins \$1.25		MEN'S Heavy Work Sox, 3 Pairs \$1.00	
EVAPORATED Apples Fancy 49c. pkg		MEN'S Silk and Wool Dress Sox	59c
MAGIC Baking Powder, 5 lbs. \$1.65		HEAVY Buckskin Mitts	\$1.25
ONTARIO Cheese	29c. lb.	GRAB BOXES	50c.
SODA BISCUITS, 10's Size for 49c.		Some of these contain Dollar Bills	
EXCEPTIONALLY Good Blend of Tea Reg. 75c. lb for 49c.		TRUCKSIS Toweling for	19c. Yard
LADIES Rubbers for	95c. each		

COME AND SEE THE LOW PRICES ON ALL OUR GOODS. YOU CAN'T HELP BUT BUY

J. C. MELVIN

GLEICHEN ALBERTA



In Any Walk of life our Classified West Ad. will help you. If you want a position, you can reach the best employer. If you want help you can get the best office. Money to loan or money to loan West Ad. cover the entire field.

OWNED BY FARMERS

Farmers own U.G.G. Elevators. Farmers have set the standard of service given by these elevators. The farmer owners insist on the best possible service for themselves and every farmer, whether a shareholder or not, is entitled to the same service and treatment. And every dollar of earnings of these elevators belongs to farmers. Deliver your grain to:

UNITED GRAIN GROWERS LTD.

Elevators at Gleichen, Arrowwood, Cluny, Shouldice, Namaka, Stobart

COAL FLOUR FEED



I'll tell you why I'm going to buy a Westinghouse—

"We've had a terrible time deciding which radio set to buy—every maker claims to have the best.

"Yesterday morning Jack said, 'Well what about our electric range and appliances? They're made by Westinghouse and they are certainly alright—never give a moment's worry.'"

"We will gladly demonstrate the 1928 Westinghouse models and explain the many improvements that make them better."

A. F. MacCallum & Roy Smith Motors

GLEICHEN, ALBERTA

Westinghouse

PIONEERS IN RADIO